RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Joe:

SALEM .30¢ Tear Tape product has been ordered, as well as **50** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$84.00 (6 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqxn0000

APRIL DELIVERY
SALEM TEAR TAPE
STANDARD ROSENBAUM

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	2
12300-24195	*Full Flavor 100*	2
12300-24196	*Light*	3
12300-24197	*Light 100*	5

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$3,548.76**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

APRIL DELIVERY

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	6	2	7	2	17	3459-0000	05967
162210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428			1	2	3		
162210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1	1	1	1	4	3459-0000	
162302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		1		2	3459-0000	
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1	1	1	1	4	3459-0000	
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801			2	1	3	3459-0000	
162303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	1	1	1	1	4	0353-0100	
162303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3	2	6	3459-0000	
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	1	1	1	1	4		
162304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1	1	1	1	4		
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	2	2	2	2	8		
162304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SP	NY	12020			1		1	3459-0000	
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1	1	1	1	4		
162304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SP	NY	12020				1	1	3459-0000	
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1	1	1	1	4	3459-0000	
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		1	1	3	3459-0000	
162304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	1	1	1	1	4		
162304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2		9	20	31		
162304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	2	2	2	2	8		
162304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1	1	1	1	4		
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1	1	1	1	4		
162304	162322	721863	PAYLESS BEVERAGE	1021 TROY SCHENEC	LATHAM	NY	12110	1	1	1	1	4		
162304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PAR	NY	12065	2	2	2	2	8		
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2	2	2	2	8		
162304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PAR	NY	12065	2	2	2	2	8		
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	2	2	2	2	8		
162304	162321	804040	WATERVLIET MARKET	500 13TH ST	WATERVLIET	NY	12189	2	2	2	2	8		
162305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1	1	1	1	4	3148-0000	
162305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482				1	1		
162305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON O	NY	12033	1		1	3	5	3148-0000	
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3	3	7	3148-0000	
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		1	3	5	3148-0000	
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		1	2	4	3148-0000	
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1		1	2	4		
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	1	1	1	1	4		
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	3	3	3	3	12		
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1		1	4	6		31021
162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401			1		1		57281
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1	1	2	2	6		12666
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2	3	7	4	16		
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1		3		4		15438
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1	1	1	20	23		

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162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1	1	1		3	3459-0000	
162306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENB	NY	12061	1		1		2	3459-0000	
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1		1	4	6		
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	2		1	7	10		25544
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180			2	1	3		17515
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1	1	1	1	4		
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1		1	6	8		
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538				5	5		

PAGE BREAK TOTAL ACCOUNTS 50 TOTAL QUANTITY 59 39 85 127 310

TEMPLATE TOTAL ACCOUNTS 50 TOTAL QUANTITY 59 39 85 127 310

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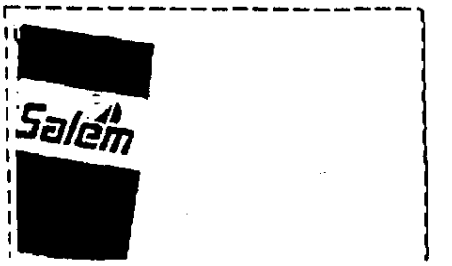
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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